Doordarshan network and its maintenance requirements are handled by the Doordarshan Maintenance Centre at Shimla.

(c) Prasar Bharati does not have any scheme at present to upgrade the TV transmitter at Lowerkoti.

(d) Does not arise.

Legislation for prohibiting advertisements of Tobacco Products on TV

1032. SHRI K.M. KHAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Government are bringing legislation for prohibiting advertisement of tobacco products like cigarettes etc. on visual media;

(b) if so, by when the private channels will be asked to stop telecasting such advertisements on TV; and

(c) if not, the reasons for not taking any legal action in this regard?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c)The Govt, has already amended the Cable Television Networks Rules, 1994 through a notification on 8.9.2000, prohibiting advertisements, which, *inter-alia*, promote, directly or indirectly, production, sale or consumption of cigarettes and tobacco products.

Transfer of Staff in Rajkot Doordarshan Kendra

1033. SHRI GOPALSINH G. SOLANKI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the number of staff(as on date), transferred from Rajkot Doordarshan Kendra, category-wise;

(b) whether it is a fact that the number of posts PAXs are still vacant against such transfers;

(c) if so, the reasons therefor and the action taken thereon; and

(d) whether there have been recommendations in this regard?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) Prasar Bharati has informed that the

following staff members have recently been transferred from DDK, Rajkot

S.No.	Name of the Post	No.
1.	STS officer of IB(P)S	2
2.	PEX	4
3.	CameramanGr.il	1
4.	Library & Information Assistant	1

(b) to (d) One post of Programme Executive is lying vacant at DDK, Rajkot in accordance with the newly introduced staff norms. However, the Kendra also has one officer each in Senior Time Scale and Junior Time Scale of the IB(P)S, in excess of the entitled staff.

Guidelines for Telecasting Advertisements on TV

1034. DR. C. NARAYANA REDDY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the guidelines for telecasting advertisements on TV;

(b) whether it is a fact that ladies are shown in embarassing poses in advertisements on cigarettes, condoms, liquors, etc; and

(c) if so, what steps do Government propose to take to check them?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c) As per the provisions of the Cable Television Networks (Regulation) Act, 1995, the programmes of Television channels, when transmitted through cable networks, are required to adhere to the prescribed advertisement codes, which prohibits, *intcr-alia*, liquor/tobacco advertisement and advertisements which project a derogatory image of women. In case of violation by any channel of these codes, the Ministry will notify such channel for prohibiting its retransmission by the cable operators. Enforcement of the provisions of the Act rests with the authorized officers *i.e.* DMs, SDMs, Commissioner of Police and other officers as may be notified by the Central/ State Governments.